



V. Goals & Objectives

Transforming Ideas into Reality

Introduction

Developing goals and objectives is an important part of the parks and recreation planning process. The Goals and Objectives provide overall guidance and vision for the future of parks and recreation within the community and are based on the recreation inventory, data, and public input collected throughout the planning process. The Action Plan section of this plan determines proposed projects that help to meet these Goals and Objectives. These Goals are not given in a priority order, with the numerical numbering provided for identification only. In addition, the goals were developed in deference to the economic realities of today. As such, these goals will need to be conscientiously prioritized within the context of limited resources.



Goal Number 1

To provide multi-generational recreational opportunities within the community as the City is comprised of persons of all ages.

Objectives:

- a. To provide activities for each of the major age and activity groups.
- b. To provide for activities and experiences that can be enjoyed together with persons of multiple ages.
- c. To allow for all persons of multiple generations, extended family groups, and large groups to universally enjoy the parks.



Goal Number 2

To provide recreational facilities for persons of all abilities both mentally and physically.

Objectives:

- a. To develop new facilities that will expand recreational opportunities for all residents.
- b. To develop new facilities, and renovate existing facilities, that will meet or exceed the Americans with Disabilities Act, (ADA) in keeping with the principals of Universal Accessibility.
- c. To develop new facilities that integrate ADA accommodations in such a way that they are seamlessly used by all residents within the community and to not cause separation of users based on abilities.

Goal Number 3

To retain all existing park lands for the use and enjoyment of residents.

Objectives:

- a. To retain existing recreational lands for recreational use.
- b. To maintain the park facilities at a level consistent to the uses and desires of the community.
- c. To make improvements to the parks based on the Community Recreation Plan.

Goal Number 4

As residential growth continues within the City, the parks and natural areas owned by the City continue to grow in significance and face increased public usage.

Objectives:

- a. To acquire additional cultural, recreational, and natural parklands as appropriate to balance the existing park system.



Goal Number 5

To continue to provide, as much as possible, free use of the parks and facilities.

Objectives:

- a. To continue to allow for open use of the park lands and to not charge admission into the facilities to provide public recreational opportunities for all residents regardless of economic status.
- b. To minimally charge, as necessary, for special events, facility usage and athletic field maintenance to keep the facilities available for public use.

Goal Number 6

To continue the development of the Non-Motorized Trail System within the City for the purpose of providing for healthy lifestyles through exercise, enjoyment of the environment, and as a non-motorized transportation system linking homes, schools, parks, and commercial areas.

Objectives:

- a. To support the implementation of the City of Midland Non-Motorized Transportation Improvement Plan.

Goal Number 7

To strengthen recreation opportunities which take advantage of Midland's water resources such as the Tittabawassee and Chippewa Rivers.

Objectives:

- a. To support the development of water trails along the Tittabawassee and Chippewa Rivers.
- b. To encourage the redevelopment of naturalized riverfronts through the removal of invasive species, the planting of native species, and the reestablishment of natural banks.



- c. To increase public access to the river through land acquisition and facility development for fishing, canoe, kayak, and boat access, wildlife viewing and overall river bank access.
- d. To develop opportunities, alone or in partnership with other agencies, to educate citizens about the area's natural resources.

Goal Number 8

To seek cooperative efforts with adjoining governmental units in providing the public with parks, recreation facilities, and programming.

Objectives:

- a. To continue to seek new, and support existing, cooperative agreements with adjoining local governmental units for the development and operation of parks and recreation facilities.

Goal Number 9

To increase public awareness and knowledge of the recreational opportunities which exist for the City residents and visitors.

Objectives:

- a. Develop promotional brochures and materials with information on the parks.
- b. Utilize the City's website to provide access to electronic versions of information.

Goal Number 10

To be a community that celebrates and promotes recreational tourism.

Objectives:

- a. To encourage the public use of facilities for special recreational events.
- b. To encourage promotion of recreational bicycle and water trail tourism.



Goal Number 11

Provide quality outdoor leisure time activities with special consideration given to activities that improve health and wellness.

Objectives:

- a. Provide programming that allows residents to enjoy the benefits of physical fitness.
- b. Maintain and encourage additional partnerships with schools and other recreational groups to further enhance and diversify the programs, leagues, and special events available to residents.
- c. Provide both passive and active programming for a variety of ages and abilities of the population.





VI. Action Program

Working Hard for Results

Overview

With goals and objectives in place, staff and the Parks & Recreation Commission developed a five-year action program that will enable the City to move toward accomplishing the goals and objectives. The action program details the direction the City of Midland wishes to take over the next five years in order to maintain and improve the quality and diversity of its park and recreation opportunities.

Potential projects are shown on the following pages. Each action item on the project list relates to one or more of the goals from the Goals and Objectives section of this plan. The potential capital improvements that are described on the following page have been established to provide a framework for decision makers, and to enable Midland to apply for grant funding for the proposed projects.

The project list is not a fixed element nor is it exhaustive. The project list reflects the results of the input received from the Parks & Recreation Commission, City staff, and the online survey. Future circumstances, especially availability of funding, may influence the order in which the projects are completed.

The action program is shown on the following pages. Action items are listed by park and are not shown in any priority order, with the numerical numbering provided for identification purposes only.





Midland Parks and Recreation Master Plan – Action Program

Item #	Park Location	Action Item
1	Caldwell Boat Launch	Create master plan for Caldwell boat launch
2	Central Park	Install bocce ball courts at Central Park
3	Central Park	Install ADA-compliant paved path in Central Park
4	Central Park	Create master plan for Central Park
5	Central Park	Evaluate Central Park tennis courts as part of community tennis / pickleball needs
6	Central Park or Blake Park	Develop multi-purpose sports fields at Central Park and Blake Park/Ashman fields
7	Central Park or Chippewassee Park	Install a fitness trail with outdoor fitness equipment at either Chippewassee or Central Park
8	Chippewassee Park	Evaluate accessibility of Chippewassee Park for community events
9	City Forest	Create master plan for City Forest
10	City Forest	Evaluate toboggan runs for future use and renovations
11	Disc golf	Develop a priority list of improvements for disc golf in collaboration with the user group
12	Emerson Park	Install river overlook decks in Emerson Park
13	Emerson Park	Renovate water intake pumphouse at upper Emerson Park to create river overlook platform
14	Emerson Park	Develop future plan for Currie Stadium
15	Emerson Park, Redcoats Complex	Evaluate softball programming and facilities
16	Optimist Park	Create master plan for Optimist Park
17	Plymouth Park	Construct a trail system in Plymouth Park
18	Rail Trail	Develop a long-range maintenance plan for Rail Trail in cooperation with other stakeholders



Item #	Park Location	Action Item
19	Riverfront	Install boardwalk along Tittabawassee river corridor
20	Riverfront	Remove invasive species along riverbank to open up views and access to the rivers
21	Riverfront	Install an ADA-accessible canoe/kayak launch on Tittabawassee River
22	Stratford Woods Park	Extend Patrick Road bike path into Stratford Woods Park as part of the Loop Trail system
23	Stratford Woods Park	Create master plan for Stratford Woods Park
24	Trilogy Skate Park	Evaluate skate park in Chippewassee for major maintenance needs and renovations
25	Various parks	Evaluate and upgrade park signage
26	Various parks	Evaluate restroom facilities for renovations and incorporate ADA design where possible
27	Various parks	Develop restroom policy on what level of facility is appropriate for each park type
28	Various parks	Develop long-range maintenance plans for existing facilities and pavilions, and consider funding structure to support the plans
29	Various parks	Evaluate parks for best location to install a pump track
30	Various parks	Research development of "Friends of the Park" user groups for certain parks
31	Various parks	Emphasize use of native plant species where appropriate in parks landscaping
32	Various parks	Evaluate possibility of a natural playground
33	Various parks	Develop Parks and Recreation mobile app or mobile-friendly website



VII. Summary of the Planning Process and Adoption

Community Outreach

Midland's Commitment to Strong Planning Principles

In an effort to provide quality recreational opportunities for its citizens, Midland has developed this recreation plan as a tool to guide the development of park and recreational facilities over the next five years. This plan represents the ongoing commitment by the City to establish recreational goals and objectives for the community. The plan will also provide Midland eligibility for grants from the Michigan Department of Natural Resources to assist the City in reaching its recreational goals.

The City of Midland contracted with PM Blough, Inc. of Grand Haven, Michigan to assist the Parks & Recreation Commission with updating the Parks and Recreation master plan.

Data was collected about the City of Midland, including demographics and an inventory of the facilities within the over 70 parks owned and operated by the City. This data was gathered from a number of resources including City staff, the 2010 Midland Parks & Recreation Master Plan, the Parks & Recreation Commission, research of aerial images provided by Google Earth and through field visits.

Online Survey

An online public survey was used as the main tool to gather community input and was made available for a 30 day period. The online survey was advertised via social media, including the City's website and Facebook pages, as well as through an article in the local newspaper, and a link to the survey was distributed to various community partner organizations and key stakeholders for distribution as well as emailed to all current recreation participants registered with the City of Midland's parks office. The survey link was also provided to the Access to Recreation committee to ensure distribution to those agencies representing the disability community. A total of 597 responses were received from a good cross section of the community with regard to age, household income, and length of residency. Please reference Appendix A for the detailed results of the survey.



Midland DAILY NEWS

Tuesday, September 30, 2014 \$1.00 Daily; \$2.00 Sunday | ourmidland.com

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City seeks input on Parks & Rec Master Plan

TONY LASCARI
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The City of Midland wants to know if its parks and recreation programs meet the needs of residents.

The Midland Parks and Recreation Department is updating its Master Plan and is looking feedback on how people use local parks. Visit www.cityofmidlandmi.gov/recreation for a link to the survey through Oct. 19.

Paper copies are available at the department's office in the Municipal Service Center, 4811 N. Saginaw Road.

"The Master Plan sets our priorities of what's to come for the next five years," Midland Recreation Manager Marcie Post said. "We're looking for residents to fill that out for us to help guide what to do with our parks."

The survey asks about current park usage and
SEE "PARKS," PAGE A2

PARKS: City seeking input

CONTINUED FROM PAGE A1

program attendance as well as what could be improved.

"It gives us an idea of what our residents are looking for," Post said. "I'm looking forward to seeing the input."

If there is strong interest in one program or facility, that could help set priorities.

"In the last Master Plan we had, people said don't build anything else, but maintain what we had," Post said, so the city looked to bring its current assets up to date.

The Master Plan is updated every five years.

Midland Public Services Director Karen Murphy said the last plan was done entirely by consultants, but the current update will be done partially in-house. This will save the city money and help personalize it to Midland's needs, she said.

Based on prior experiences, using the online survey will help gather a wider base of feedback than hosting an open house on the Master Plan, Murphy said. She also is looking forward to seeing the survey responses.

"I think we'll end up with a really good product in the end," Murphy said.

The Midland Parks and Recreation Commission

received an annual update on the city's progress on its Master Plan goals, which Murphy presented at the commission's September meeting.

Since the last plan was created, the city has expanded youth and adult recreation program offerings, partnered with more community organizations, replaced playground equipment, removed invasive species to create natural areas in parks, created long-term maintenance plans for parks, updated signs in several parks and more.

Questions about the Midland Parks and Recreation Department Master Plan can be directed to the department by calling (989) 837-6930 or e-mailing the office at recreation@midland-mi.org.

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DO YOU?**

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Follow **@MDN &
@MDNSPORTS**
for all the latest
News and Sports
from in and around
Midland, MI.



Link to survey – distributed via email and Facebook

*Help shape the future of
Midland Parks and Recreation!*



TOGETHER. SHAPING THE FUTURE.

Every five years the Parks and Recreation Department undergoes a revamp of our master plan. The master plan identifies new projects along with existing maintenance needs that will help guide our actions going forward to make the best use of our resources.

We are looking for your input! Please take this survey to let us know what your thoughts are on the future for Midland Parks and Recreation!. [Click here for the survey!](#)

Parks and Recreation Department
4811 N. Saginaw Rd.
Midland, MI 48640
989.837.6930
recreation@midland-mi.org



[Click here to take the survey](#)

STAY CONNECTED:   

Type highlights of your message here



Press release for online public survey

NEWS RELEASE

CONTACT: Libby Richart
Communications Coordinator
PHONE: 989-837-3307
DATE: September 19, 2014

Help Parks and Recreation Shape the Next Five Years!

September 19, 2014 – Every five years the Parks and Recreation Department undergoes a revamp of our Master Plan. The master plan identifies new projects along with existing maintenance needs that will help guide our actions going forward to make the best use of our resources.

We are looking for your input. Please help us by taking an online survey to let us know what your thoughts are on the future of Midland Parks and Recreation. Visit www.cityofmidlandmi.gov/recreation for a link to the survey. Not tech savvy? Contact the Parks and Recreation Department and we can get you a paper copy.

Questions may be directed to the City of Midland Parks and Recreation Department by calling 989-837-6930 or e-mailing the office at recreation@midland-mi.org.

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Goal Development

Based upon the existing data collected and the public input from the online survey, staff from the Parks and Recreation supervisory team and the Parks & Recreation Commission developed goals for parks and recreation in the City of Midland. The Parks & Recreation Commission then assisted staff in developing an action program to accomplish these goals.

Draft Plan and Public Hearing

Staff, along with guidance from PM Blough, Inc., completed a draft recreation plan which was subsequently made available for review at the Municipal Service Center, Grace A Dow Library and online at www.cityofmidlandmi.gov/recreation. The 30 day Notice of Review was posted on the City of Midland's website on January 7, 2015, and was published in the Midland Daily News on January 13, 2015.

At their February 3, 2015 meeting, the Parks & Recreation Commission passed a resolution recommending adoption of the 2015-2019 City of Midland Parks and Recreation Plan by City Council. The final opportunity for community input occurred at an advertised public hearing held on February 16, 2015 at the City Council meeting. This public hearing was advertised in the Midland Daily News on January 30, 2015.

Adoption and Distribution of Final Plan

As a final step, the plan was transmitted to the City Council for its review and approval. The City of Midland approved a resolution to adopt the recreation plan at the City Council meeting on February 16, 2015. Copies of the recreation plan were transmitted to Midland County, the East Central Michigan Planning & Development Regional Commission and the Michigan Department of Natural Resources on February 25, 2015. A completed "Community Park, Recreation, Open Space and Greenway Plan Certification Checklist" was also transmitted to the Michigan Department of Natural Resources along with the final recreation plan.

Copies of the certification checklist, the notification of plan review advertisements, the resolutions from the Parks Commission and City Council, the public hearing minutes, and the transmittal letters to the regional planning commissions are included in Appendix B.

